

Message Text

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TO SECSTATE WASHDC 9341

INFO AMCONSUL BARCELONA

UNCLAS MADRID 4188

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: GMR: FOOD PROCESSING AND PACKAGING EQUIPMENT (FPP)- SPAIN

REF: STATE 133738

1. CONTRACTOR APPRECIATES COMMENTS CONTAINED REF CABLE AND WILL USE THEM IN PREPARATION FINAL STUDY. RESPONSES TO SPECIFIC POINTS RAISED GIVEN BELOW.

2. PARA 3 (A) TABLES REVISED WHERE NECESSARY TO SHOW FOOD PACKAGING EQUIPMENT ALONE AND RATIO TO TOTAL PACKAGING EQUIPMENT SALES BASED ON INFORMATION RECEIVED LAST WEEK FROM NATIONAL PACKAGING ASSOCIATION.

3. PARA 3 (B) CONTRACTOR STATES EXPECTED GROWTH RATE FIGURES ONLY VALID IN TERMS OF PESETAS SINCE VARYING EXCHANGE RATES OVER STUDY PERIOD GIVE DISTORTED VIEW IN TERMS OF DOLLARS. REVISED ESTIMATES BASED ON NEW INFORMATION RECEIVED LAST WEEK SHOULD SHOW LOGICAL, RATIONAL GROWTH PICTURE. FINAL REPORT WILL BE CAREFULLY CHECKED BY POST ON THIS POINT.

4. PARA 3 (C) GOVERNMENT SOURCES ONLY REPORT THESE FIGURES IN BROAD CATEGORIES USED BY CONTRACTOR. IMPOSSIBLE MAKE AVAILABLE STATISTICAL INFORMATION CONFORM TO BREAKDOWN IN SPECS. DESCRIPTION CHANGED TO "MACHINERY FOR FABRICATING CARDBOARD BOXES."

5. PARA 3 (D) OFFICIAL FIGURES ON PRODUCTION IN UNITS VERY SCARCE SINCE ONLY REPORTED IN VALUE TERMS. CONTRACTOR

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WILL INCLUDE THESE IN TABLE WHERE AVAILABLE BUT ANTICIPATES WILL

ONLY COVER THREE OF ELEVEN SECTORS.

6. PARA 3 (E) CONTRACTOR WILL PROVIDE WRITTEN EVALUATION
PRODUCT POTENTIAL CALLED FOR IN DELETED TABLE 4 USING RATING
TERMS, "VERY GOOD", "GOOD", FAIR," AND "POOR".

7. CONTRACTOR FULLY COGNIZANT IMPORTANCE TEXTUAL RATIONALIZATION
OF STATISTICAL INFORMATION. POST IS CONFIDENT FINAL STUDY WILL
BE EYE-OPENING EXAMINATION OF MARKET AND NOT SIMPLY REHASH OF
INFORMATION CONTAINED PREVIOUS STUDIES OF MARKET.
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